



# tip

The Independent Publisher

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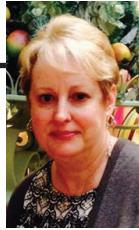
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INDEPENDENT FREE PAPERS OF AMERICA

*"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."*

- Victor R. Jose

IFPA Founding Conference  
September 20, 1980

### The Independent Publisher

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#### Publisher

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#### Managing Editor

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#### Advertising, Editorial & Production

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*"Experience is the name everyone gives to their mistakes."*

Oscar Wilde



# Jotted by Jane

by  
Jane  
Means



The old song (I think from Scouting) ... "Make New Friends, but Keep the Old" continues with "one is Silver but the older Gold."

As we hear SO many comments particularly about IFPA's Publishers Summits, I'm reminded about that song. Most recently, prospective member Jimbo flew in from Maine to attend a Summit in Florida to see if joining IFPA would be beneficial for his publications. After the Summit, he immediately joined.

When I asked Joyce Frericks, our newest board member, what attracted her to IFPA. "The networking!" When I talk with members, inevitably it is mentioned how valuable and important it is for each of us to help each other solve problems. We are SO excited about changing our "norm"

of having a September "conference" to a Leadership Summit.

The committee has focused on all aspects of Leadership in our publications – Publishers (duh), Sales Management, Circulation, HR, Production – we'll be ready to talk about it all.

Katie McNabb (TN) commented that it would be beneficial to have an expert evaluate our papers' designs and advise how we could design them to be more Reader Friendly for the future. Great idea Katie! The committee hired Ron Reason. He will review our papers ahead of time and give us tips on how we might present ourselves better. Can't wait!

Several members remarked on how we need more inner action, helping

each other and let's not forget our famous Idea Exchange! Once again, the committee is on it! They've got a great plan to make this a very worthwhile 2 days.

Add all that together and then consider your 2-night hotel room is INCLUDED in the registration fee. I believe this is the best value we have ever created for our members. We are excited and hope you are too. If you've never been to an event, please consider this one. If you've been to many, we'll see you in Philly. The board is ready to welcome YOU! We are ready to "Make New Friends (and) Keep the Old"

Hope to see you in Philly in September!

A handwritten signature in cursive that reads "Jane".

## What do you get for your **\$399** Leadership Summit Registration?

Let's start with the easy one: your registration for the Leadership Summit is included. (Value: **\$299**)

Shuttle to and from the airport. (Value: **\$40**)

2 Nights stay in your private, two room suite at the Sheraton (Value: **\$369**)

Full Breakfast Buffet Friday and Saturday morning. You can order anything you'd like to add at no cost. Want 3 eggs over easy? Just ask. (Value: **\$56**)

Lunch Friday and Saturday. (Value: **\$80**)

Friday evening reception right in front of the meeting room. Wine? Yep. Beer? Uh-huh. Food? Check. We were going to do a Beer Run and have the event in Gary Rudy's room but it won't fit us all so we moved it to this space. (Value: **\$99**)

Friday morning session with Ron Reason who will instruct us on how to design our publications for success and overcome the digital threat. (Value: **\$695**)

Saturday morning session with Tim Bingaman. Who knows more about our challenges and solutions? I can't think of anyone. (Value: **priceless**)

Saturday sessions with thousands of dollars worth of money-making ideas, time saving techniques, and networking time with your peers.

Total value for this event is way over \$1,600, all for **only \$399**. Register today as we only have room for 50 attendees.

After the first 50 have registered the price will increase to \$798 per person. Don't wait another minute.



# Fall Leadership Summit

Space is limited to first 50 attendees  
Sheraton Suites Philadelphia Airport  
Don't wait another minute  
Go to [IFPA.com](http://IFPA.com) to register



## Friday, Sept. 28

**7:00 - 8:00 am**

Breakfast

**8:00 -10:00 am**

Getting To Know You with Doug Fabian  
8 Tables of 5 - 8 Things to Consider

**10:00 -10:16 am**

Break

**10:16 - Noon**

Workshop with Ron Reason

**Noon - 1:37 pm**

Lunch with Vendor Introductions  
Sponsored by CVC

**1:37 - 3:30 pm**

Round Table Topics

**3:30 - 3:48 pm**

Break

**3:48 - 5:15 pm**

Ron Reason Roundtable

**5:30 - 7:00 pm**

Networking Bash outside Meeting Room

## Saturday, Sept. 29

**7:00 - 8:00 am**

Breakfast

**8:00 -10:00 am**

The Best of the Industry  
Tim Bingaman

**10:00 -10:14 am**

Break

**10:14 - 11:30**

Quick Fire Roundtables  
3 Different Topics (20 minutes each)

**11:30 - 11:47**

IFPA Business Meeting

**Noon - 1:37 pm**

Deli Lunch with Peers  
Awards Ceremony

**1:37 - 3:30 pm**

5 Minute Money Makers  
(Monday Money Making Magic)

**4:00 pm**

Board Meeting

# What Are Others Saying About Unfair Newsprint Tariffs?



The US government can use the nation's trade laws to implement duties that will support U.S. industries and expand U.S. jobs. But the government's proposed newsprint tariffs are a different story. The tariffs are not supported by the U.S. paper industry that it is intended to benefit. Furthermore, the tariffs are opposed by newspapers, book publishers, printers, elected officials, and others around the country because the tariffs will have unintended consequences and harm businesses, workers and local communities.

## MARIETTA, GEORGIA DAILY JOURNAL

While tariffs on steel and aluminum dominate headlines across the nation, those who print those headlines are feeling the impact of another border tax.

New tariffs on Canadian newsprint are wreaking terrible unintended consequences on America's community newspapers, the source of local news for millions of people in every city, town and hamlet across the country, and the jobs of more than half a million reporters, editors, advertising and production staffs in the printing industry.

It's like setting fire to grassroots America.

The crisis began in January when the U.S. Commerce Department imposed a 6.2 percent tariff on imports of newsprint from Canada, which provides most of this essential product to our newspapers. But

in March, the tariff was increased by another 22 percent, delivering a virtual body blow to small-town newspapers that are far less able to absorb such a huge cost increase than are large newspapers, although they too have been hit hard.

Already, most newspaper printers have seen up to 30 percent higher cost of newsprint.

The newsprint tariffs follow President Donald Trump's hardline approach to global trade. Additionally, some believe it is driven by the president's distaste for what he calls the "liberal media's fake news." If the end goal is to curb print journalism, the new tariffs loom as an effective strategy.

At risk are thousands of American jobs. The newspaper, printing and publishing industries support 600,000 jobs, many of them at community newspapers such as the Marietta Daily Journal.

In Georgia alone, newspapers employ 10,000 workers, most on community newspapers. Many of these workers are in jeopardy of losing their jobs if these destructive tariffs are not lifted.

Newsprint is the largest operating cost after payrolls for the vast majority of newspapers. Imagine such a substantial line item in the expense budget suddenly jumping by one-third.

The consequences, as surveys by the News Media Alliance show, are that 70 percent of newspapers expect

to take steps to cut consumption of newsprint and about 38 percent are looking at the painful option of reducing workforce.

And it's already happening. The Tampa Bay Times, Florida's largest newspaper, recently laid off about 50 employees as the direct result of the tariffs pushing up operating costs by \$3 million a year. At the other end of the spectrum is the Ozona Stockman in Ozona, Texas, the seat of Crockett County, population 3,765. Unable to get newsprint from its usual supplier in San Angelo, Stockman employees traveled to two other cities to get newsprint and look for a way to obtain it from another supplier.

This is what the Stockman staff said about the newspaper's predicament: "Those tariffs are job stealers and newspaper killers throughout the entire state and country."

The scenario is being played out at community newspapers throughout the country. The Commerce Department's tariffs resulted from a petition by a single newsprint mill in Washington State, claiming imports from Canada are unfair and injurious to its business. Other than the one company, the publishing, printing, paper and allied industries are solidly opposed to the tariffs and have formed a coalition to fight them.

The Georgia Press Association, of which all parent company Times-Journal newspapers are a member, is part of this coalition, as are state press associations throughout the nation.



# Go to [stopnewsprinttariffs.org](http://stopnewsprinttariffs.org) to make your voice heard

Bipartisan legislation has been introduced in Congress to suspend the tariff until a study has been made of the economic wellbeing of the newsprint and local newspaper publishing industry.

One of the co-sponsors of this important legislation is U.S. Sen. Johnny Isakson of Georgia, who zeroed in on the issues involved.

“Local newspapers are a vital source of news and community information, especially in rural and small-town America,” he said. “Unfair or punitive action taken against producers of groundwood paper would threaten to put many Georgia newspapers out of business and could cost up to 1,000 jobs in Georgia.”

That is what we face in Georgia. Elsewhere, the outlook is much the same or worse. We ask our local representatives in the U.S. House to follow in the footsteps of Isakson by putting forward legislation to suspend tariffs imposed on imported groundwood paper from Canada.

The International Trade Commission has scheduled a hearing for July 17 on this tariff and we hope it will be lifted. But relief is needed immediately for newspapers large and small across America.

## **GRAND JUNCTION, COLORADO DAILY SENTINEL**

Despite President Donald Trump’s assurance that trade wars “are good, and easy to win,” there’s a price for a protectionist trade policy.

The Sentinel’s Wyatt Hurt spoke with a dozen Western Slope business leaders to learn how they’re being

affected by the escalating trade war between the United States and the rest of the world.

So far, it’s a mixed bag, with the agriculture, construction and solar industries most impacted by tariff-imposed rising costs or changing market conditions. But, as Diane Schwenke, CEO of the Grand Junction Area Chamber of Commerce, bluntly asserted, “An escalating trade war does not benefit the valley.”

We at the Sentinel know this better than most. Earlier this year Commerce Secretary Wilbur Ross approved a petition for tariffs filed by North Pacific Paper Co., a firm in Washington state that claimed Canadian companies were “dumping” newsprint subsidized by their government.

The resulting 32 percent surcharge on Canadian newsprint shipped to the U.S. is having a chilling effect on newspapers and other publishers in the U.S.

In an industry coping with severe economic pressures, many newspapers — particularly small and medium-sized ones — will be looking at cutting staff, reducing the news hole, going to fewer publication days, giving up print entirely, even shutting down.

We share this not to play the victim’s role, but to illustrate the unintended consequences of rash trade decisions. Trump campaigned on an “America first” agenda. American newspapers employ 150,000 people, down from 276,000 two decades ago. NORPAC, the Washington company seeking federal trade protection, employs 300.

As the Pueblo Chieftain pointed out in an April editorial, two of Canada’s largest newsprint suppliers employ many times more Americans than the much-smaller North Pacific does. “Someone needs to remind Trump that the effect is the exact opposite of his pledge to bring back American businesses and jobs.”

The Colorado Press Association has joined a coalition opposing the increase called Stop Tariffs on Printers and Publishers. Coalition organizers News Media Alliance and the National Newspaper Association called for “the International Trade Commission and the U.S. Congress to reject these newsprint tariffs and protect U.S. jobs.”

Several U.S. senators are backing a bill called the PRINT Act, co-authored by Sen. Susan Collins, R-Maine, that would suspend the newsprint tariff while conducting a study on its economic impact. After that it would go to the president for review and the final say.

It should probably come as no surprise that the president would be willing to sacrifice newspapers jobs given his incessant cries of “fake news.” But this is just a microcosm of his trade policy in general.

This administration’s trade policy appears more transactional and doesn’t seem particularly well thought-out. Tariffs that target allies alienate the very countries the U.S. needs to help combat China’s questionable trade practices and subject Colorado’s farmers, business and families to retaliation.

It may be time for Congress to rethink the tools it delegated to the president to address unfair trade practices.

# KEVIN PICKS FIVE PAPERS

*Kevin answers reader's question: "Who is doing things right?"*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com  
stateofnewspapers.com

Over the past week or so, I received an email from a publisher asking if I could send examples of community newspapers who are doing things right. His plan was to contact these publishers to learn if he could benefit from their experiences. I told him I would give it some thought and send him a list of papers and contacts, but now I can't seem to find his message hidden in the thousands of emails that have filled my in-box in the days since his message arrived.

I could have included papers I've visited over the past year in Kansas, Nebraska, Arizona and other places, but I decided five was all that would fit in this space, so here is my 2018 "Doing things right" list.

## The Gloucester-Mathews Gazette-Journal

When Elsa Verbyla invited me to visit her newspaper on the shores of Eastern Virginia, I wasn't sure what to expect. After arriving, I was most



surprised by the accents of the good folks of Mathews, a town just down the road from Gloucester. But that's another story for another day.

My second biggest surprise was meeting with the staff of the Gazette-Journal and learning first-hand how much they love their newspaper. I spent two days with the group discussing everything from sales to circulation to design. I learned about great ideas they've had to increase circulation and maintain reader-

ship in an area like many, where a big-city daily threatens to absorb their readers.

No worry, though. The folks of Gloucester and Mathews, I learned, love their newspaper. Like many of the most successful papers I run across, so do the staff members. As I visited with them, it was hard to find one who had been around less than 10 years.

"Oh, I've been here 20 years," one told me. Another, "15 years and counting."

With multiple sections, plenty of advertising, and no shortage of stories, it's no wonder The Gloucester-Mathews Gazette-Journal makes my list of favorite newspapers.

## Madelia Times Messenger

The first time Michelle Van Hee invited me to visit her paper in Madelia, I had to get out a map. In all my travels across Minnesota, I didn't remember Madelia. Now, it's a regular stop for me. After three trips to visit The Madelia Times Messenger, it makes my list of my favorite newspapers.

One of the best examples of the Messenger's spirit is their leadership following a fire that destroyed much of their downtown in 2017. When I last visited her town, Michelle couldn't wait to show me the renovation of the downtown area.

What makes Madelia's paper special? I could create a long list, and it would begin with genuine care for the community. Everything is local. Stories are local. Advertising is local. Ownership is local.

Michelle cares about her product, and it shows. She has folks like Ed Henninger come in to work on the Messenger's design. I've been there several times. The newspaper is part of her family, and she cares for it that way.

I wasn't surprised when I looked at their website that Michelle and her staff now publish five newspapers in the area. I remember when there was only one.

## The Standard Banner, Jefferson City

I've been to Jefferson City

to work with the staff of The Standard Banner many times through the years, and I'm still surprised each time I visit.

When I visited just last week, I asked Dale Gentry, publisher,



"How is business?"

For some reason, I wasn't surprised with his answer.

"Business is great!" he beamed. "Especially the last two months. Things are going really well."

Why are things "great" in Jefferson City? Just spend a day with the staff of the newspaper and you will know.

Like the paper in Gloucester, Virginia, staff doesn't come and go at The Standard Banner. You will find folks who have been on staff for decades. I remember meeting Kim Cook, designer, when she showed up early for my first Newspaper Institute in 1997.

I didn't count the pages, but I bet the page count of twice-weekly paper in Jefferson City rivals that of the metro 40 miles away.

The Standard Banner has been on my favorite list for a long time, and isn't leaving any time soon.

## Kanabec Group, Minnesota

When Wade Weber first invited me to visit his paper in Mora, Minnesota more than a dozen years ago, I had no idea how much I was going to grow to



love the folks at his newspapers.

Since then, Wade has added a few nameplates to his collection, but each is distinctively

local and it shows. Beautiful design, quality writing, beautiful printing, and local focus are the hallmarks of the papers in the Kanabec group.

In a recent trip to Cambridge, to visit with Wade's staff there, I was reminded of the reason people get into community journalism in the first place. I saw pride in each face of the 30 or so staff members as we looked at their stories, photos and pages.

What makes their newspapers stand out? Topping the list would be the local focus and the attention to quality.

## The Neepawa Banner & Press

My list couldn't be complete without mentioning The Neepawa Banner & Press in Neepawa, Manitoba. Over the past few years, I've come to really appreciate the work Ken Waddell and his staff do in Manitoba.

I've never seen Ken without his brown brimmed hat and a smile on his face. His enthu-



siasm spreads throughout his newspaper and it shows.

I've met with his staff multiple times to look at their papers, discuss strategy, and plan new ventures. The newspaper has great designers, editors and writers who care about their community.

Ask Ken about his secret, and the answer is always the same. "We keep it local."

Hardly a week goes by that I don't hear from Ken or Kate Jackson, Banner & Press editor, with ideas to discuss.

No wonder readers love their paper.

Plenty more out there It's never easy comprising a list like this. There are plenty of other papers, just as worthy, that could be included, but these five should give you a good start.





# Celebrate Free Community Paper Month in July

By: PaperChain Marketing Committee

Industry insiders know and recognize the valuable service our community papers provide to readers and advertisers, but all too often in the hustle and bustle of today's fast-paced world, we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of the unique service we provide to their community and to toot our horn just a little bit.

PaperChain is the common link between all the national, regional and state free community paper organizations which makes it the logical choice to lead the charge to organize a recognition and celebration of our grassroots industry.

The PaperChain members believe the mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the blue-chip services we bring to millions of homes each week

In the spirit of independence and freedom celebrated nationwide every July we need your help to spread the word and demonstrate the reach of our industry across this great land. We encourage you to do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.

Here are few things PaperChain can offer to help you with your celebration;

1. Shown below is the Free Community Paper Month Logo. Please use this logo often on your masthead, folios, promotional ads, articles and as fillers throughout your paper leading up to and during July. For original artwork and PDF's of the artwork visit

<http://paperchain.org/freepapermonth.html>

2. Also available are sample ads, posters and creative ideas for the celebration. Check back from time to time as new information will be available, as the creative materials are submitted from publications around the country.

3. We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

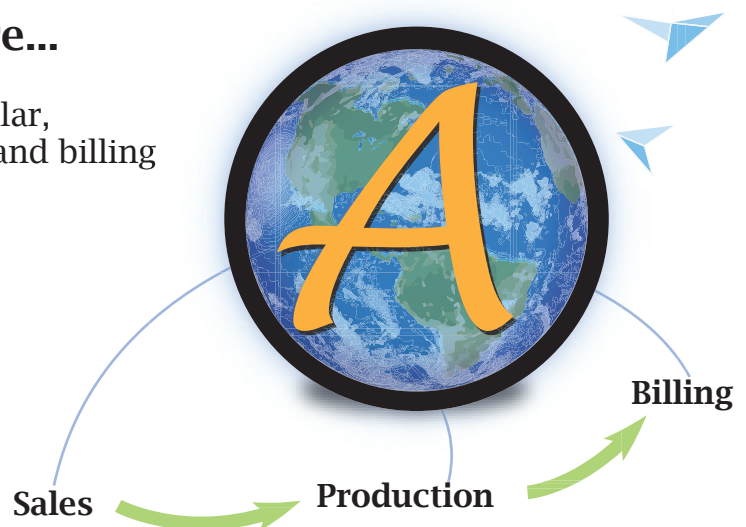
*continues on page 10*

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# Free Paper Month

4. Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ads and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.

5. We also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your publication's accomplishments and the many ways your publications help drive and support the local economy.

6. The celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally

recognizing Free Community Paper Month. Suggested proclamation verbiage is available at <http://paperchain.org/freepapermonth.html>.

Your paper has made a great investment in your community and the industry as a whole. Only you and your staff can help us bring that story alive to your readers in this consolidated nation-wide effort. Please consider active participation in the July Free Community Paper Month. Visit us on Facebook and let us know your plans for Free Community Paper Month. Thank you in advance for all you do to enhance the industry with every issue you publish and with your support with this project.



**FREE COMMUNITY PAPER MONTH**

**CELEBRATE WITH US!**

From sea to shining sea, **FREE COMMUNITY PAPERS** like the one you're reading today reach millions of homes on a weekly, biweekly and monthly basis. We're committed to providing the best news coverage and advertising information to you, our strong and loyal readership.

**Thank you for your support!**

**PaperChain**  
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(MEMBER PUBLICATION LOGO & CONTACT INFO)



## HAMILTON

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**Steel Distribution Boxes**





# Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



# 5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



## SiteSwan

### *What is it?*

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

### *How can it help you grow?*

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

**How much does it cost:** Plans start at \$99/mo  
[www.siteswan.com](http://www.siteswan.com)

## Ideal Directories

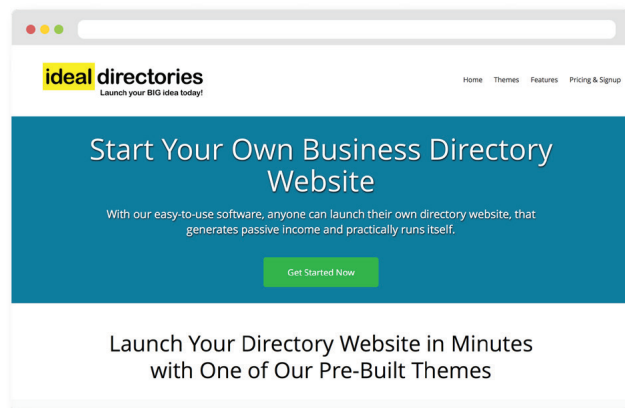
### *What is it?*

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

### *How can it help you grow?*

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

**How much does it cost:** Plans start at \$99/mo  
[www.idealdirectories.com](http://www.idealdirectories.com)







## PageFlip Pro

### What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

### How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

**How much does it cost:** Pricing starts at just \$1 per page (based on volume).

[www.pageflippro.com](http://www.pageflippro.com)

## Exchange Classified Ads Platform

### What is it?

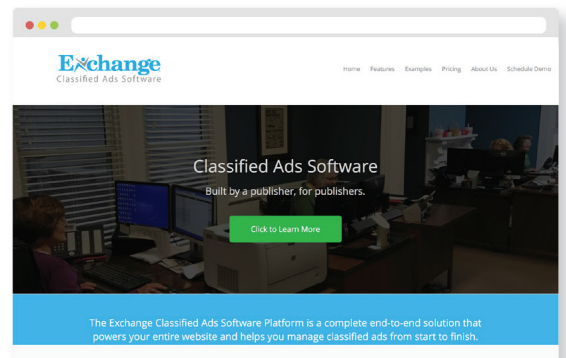
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

### How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your **staff all have separate logins** to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

**How much does it cost:** Plans starting at \$685/mo

[www.classifiedads.software](http://www.classifiedads.software)



## Mailchimp

### What is it?

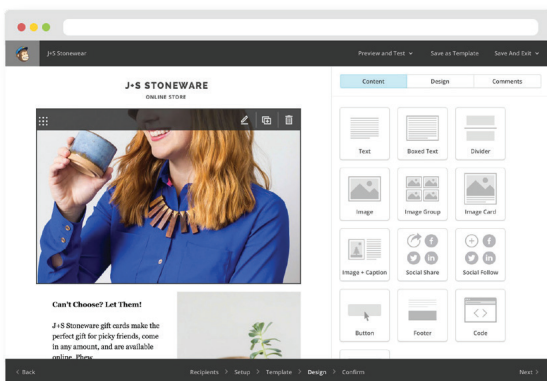
An easy-to-use email marketing system that lets you send out thousands of emails at once.

### How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

**How much does it cost:** Paid plans starting at \$10/mo (based on subscriber list size)

[www.mailchimp.com](http://www.mailchimp.com)



# Graphic Hooks

**Break up the space-part 2...** last month I said that I would redo the Easter Services ad to more closely incorporate the same amount of information to more accurately compare the two. I did, and I was also able to revise a 2x2 Winterfest ad to illustrate the advantage of breaking up the space.

## Break Up the Space 2!

The 2x2 ads in our paper were basically the “bread and butter” of our publication. It was a familiar size (think business card) and an affordable price that many of our advertisers took advantage of.

The following ads are just a “tad” larger than our 2x2 (size is 103%). Even a small ad space can benefit from making the most of that space. Both ads are distinctive, yet they both follow a similar structure.

## Winterfest...

Neither ad below is the “typical” horizontal format. By shortening the width of the ad, you can add artwork to the side of the ad. You may find that you actually create more space than by trying to fit the art elements at the top of the ad. The ad depth is only two inches, but we have an attention-getting headline, the space is unified, type is used effectively without adding any

extra “visual clutter,” and we can still add artwork.

The original ad has a grey screen in the background, so use of contrast is diminished, the grey snowflakes are almost invisible and used just to fill the “empty” space in the background.

The revised ad makes use of contrast, and a single large snowflake still gets the message across. I used a heavier, more distinctive typeface for “Winterfest.” *Candy Script* is the typeface and it comes with a myriad of ligatures and swash characters, so you can customize the text.

I also added color, but this ad would still be effective in black and white. Text is still readable and legible and shortening the width of the ad to add the color and art creates a more cohesive and unified look to the ad.

I moved the location of the event to the bottom of the ad because I felt that it got lost following the date. Usually in advertising, the business name is in the “signature” area which is toward the bottom of an ad, so it’s the last thing you see.

The revised ad is now more distinctive and has a better chance of standing out from the crowd. Granted, a whole page of ads that look like this may also be overdone, but I doubt that will happen.



*Winterfest*  
Saturday, February 9th 6am-3pm  
Wally and Bea's on Friess Lake  
ICE FISHING CONTEST • KIDS GAMES  
FOOD • RAFFLES • FAMILY FUN  
Sponsored by St. Mary of the Hill, Hubertus



**Winterfest**  
**Saturday, Feb. 9th • 6am-3pm**  
ICE FISHING CONTEST • FOOD  
KID'S GAMES • RAFFLES • FAMILY FUN  
**Wally and Bea's on Friess Lake**  
Sponsored by St. Mary of the Hill, Hubertus



*Easter Services*  
**Maundy Thursday** Service of the Cross in Fellowship Hall  
with Holy Communion 7:00pm  
**Easter Sunday** Breakfast 9am · Family Worship  
with Holy Communion 10:15am  
**St. John's United Church of Christ**  
REVEREND EDWARD FREESE  
228 WEST STATE STREET · HARTFORD



*Easter Services*  
**MAUNDY THURSDAY 7:00PM**  
Service of the Cross in Fellowship Hall  
with Holy Communion  
**EASTER SUNDAY 10:15AM**  
Family Worship with Holy Communion  
Breakfast 9:00am  
**ST. JOHN'S UNITED CHURCH OF CHRIST**  
228 WEST STATE STREET · HARTFORD · REV. EDWARD FREESE

## Easter Services...

You saw this ad last month, but the text was not exactly the same. So I revised the ad using the same text as the original. There was indeed more information, but I was still able to maintain a similar structure.

I also added color to this ad, but you saw last month that this would still be great as black and white. What I do want to point out is that I used the color only in the heading and in the artwork area. Too much color and you could start to diminish any contrast.

One of the biggest problems with the original ad is the use of bold and regular typefaces, size changes and even the choice of the font is a problem because of the thick and thin serifs. Choosing typefaces for smaller ads can make a big difference in the readability—as well as legibility—of the infor-

mation presented. I used my go-to font of *Myriad Pro* because there are many options within this type family. Your eye does not “bounce” between bold and regular, and the san-serif face is easier to read at smaller sizes.

I did shift some of the text to make the event and time stand out and I moved the Sunday Breakfast below the worship service. The info is there for the reader but the Worship Service, I felt, deserved top billing.

While I was putting this together I thought of other ways to make the small 2x2 ad stand out... reverse! So next time I can go through the do's and don'ts of reverse ads. Warning, there are a lot of don'ts.

 **Until next month...**

Ellen Hanrahan hanrahan.ln@att.net ©2018

# Plan To Attend Fall Leadership Summit

Everyone is motivated by different things. No matter what drives you, you'll find lots of reasons to attend the IFPA Leadership Summit on September 28 & 29, 2018 in Philadelphia.

**1- Save Time:** The Summit is a two day slug-fest of great, time saving ideas. Even the agenda saves you time. There is only one track to attend. What could be simpler?

**2- Save or Make Money:** Saturday afternoon we'll have two hours of 5 Minute Money Makers, sure-fire ways to make and save \$.

**3- Overcome Fears:** The internet is the Boogie Man everyone fears.

But you shouldn't. On Friday Ron Reason will work with us showing how to design our publications (not our websites) to attract readers, get results for our advertisers, and make more income.

**4- Feel Pleasure:** This is a tougher one. Really? Feel Pleasure? Yep! From Friday mornings "Getting To Know You" hosted by Doug Fabian, to the Beer & Pretzel Run that evening, you're bound to get a little tingly.

**5- Avoid Pain:** Making uninformed decisions can be a real pain. The most informed voice in the industry is Tim Bingaman. On Saturday morning he'll help us avoid painful decisions by showing us the Best of the Industry.

You will profit from you attending the IFPA Leadership Summit in these ways and more. The IFPA board of directors is so committed to helping you be more productive and profitable they have decided to pay half the cost of the summit for the first 50 people that register. So for those people the cost is only \$399. This low rate includes two nights at the hotel, meals, breaks and the Friday evening bash.

After the first 50 people register the cost for the IFPA Leadership Summit will be \$798, space available. If you wait, you might not save time, make money, overcome fears, feel pleasure, or avoid pain. Register today.

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**Tubes and Steel Posts**

**Rubber Bands**

**Carrier Bags**

**C-6SD ST-91SD**

**Poly Bags**

**SS-7 RT SS-6 SS-8 SS-5**

**Plastic Displays**

**C-91SD C-2003SD**

**Steel Distribution Boxes**



# FCC Kills Net Neutrality: What It Means for Business

by Mona Bushnell, *Business.com*

The FCC voted on party lines (3 to 2) to repeal the Open Internet Order on Dec. 14, 2017, and on April 23, 2018 the first set of rules went into effect. The ruling, which is called Restoring Internet Freedom under the Federal Register, makes it clear that the internet is no longer considered a Title II common carrier, which means its regulation does not fall under the purview of the FCC, but under the FTC, as was the case prior to 2015. In layman's terms, this officially marks the repeal of what many commonly refer to as net neutrality. On June 11, 2018, the final push by Democrats to block the overturning failed, when it did not pass the House.

Defenders of net neutrality lament the FCC's decision, believing it will threaten free speech and competition by pushing certain content in the "fast lane," banishing other content to the "slow lane" and blocking content at will. Meanwhile, supporters of the FCC's decision believe a lighter-touch approach to regulation will make it easier for large companies to innovate and for small internet providers to expand their reach in rural and underserved communities.

California's Attorney General Xavier Becerra said "As a result of this inaction, starting today internet service providers (ISPs) have the power to force websites to pay fees for faster internet speeds and limit consumers' ability to access the internet content of their choice." And while they may have that power, enacting anything in the short term

would likely create a publicity problem.

If you're trying to play catch-up on what all this means and why it's making such big headlines, here's some background on how net neutrality came to be, what the internet was like before net neutrality and what you can expect moving forward.

## THE INTERNET BEFORE NET NEUTRALITY

Net neutrality is a casual term used to refer to the Open Internet Order (OIO), which was adopted in 2015. The aim of the OIO was to ensure that internet service providers (ISPs) enable access to all content and applications regardless of their source, without favoring or blocking a particular product or website.

If you're wondering why the OIO wasn't passed earlier, it's because the FCC didn't have jurisdiction over ISPs. To pass the OIO, the FCC had to reclassify ISPs as common carriers under Title II. This means ISPs were classified under Title II as a public utility, like water, electricity and sewage. That action also brought them under the purview of the FCC and allowed for greater regulation to maintain net neutrality.

While this type of regulation of broadband to ensure the free flow of data had been previously considered, it was historically dismissed by Republicans and Democrats alike. For instance, in the Telecommunications Act of 1996, President Bill Clinton and Congress

made a distinct separation between lightly regulated "information services" (ISPs) and heavily regulated "telecommunications services," such as phone carriers. They explained the rationale for this distinction by stating that "internet and other interactive computer services have flourished, to the benefit of all Americans, with a minimum of government regulation."

This past decision is often cited by current supporters of the OIO repeal as a reason to deregulate the actions of ISPs. In fact, FCC Chairman Ajit Pai often points to the 20 years preceding significant FCC oversight, and the success of startups founded during that time, as proof that no additional regulation was ever needed, and supporters of the FCC's move reportedly refer to the OIO as a solution to a problem that didn't exist.

## THE BIRTH OF NET NEUTRALITY

The desire for increased FCC regulation over ISPs was not born overnight. In 2007, Comcast was accused of (and subsequently found guilty of) throttling BitTorrent traffic. Two organizations, Free Press and Public Knowledge, filed a complaint with the FCC, claiming that by throttling service, Comcast violated the 2005 guidelines set forth by the FCC.

The FCC responded by trying to enforce the order via a censure and stated that Comcast's methods violated federal policy. In 2010, Comcast took the FCC to court to fight the ruling, claiming that the FCC did not have adequate jurisdiction over ISPs and therefore couldn't enforce rules. The courts sided with Comcast, citing its designation under Title I as the reason the FCC had no ground.

Following the 2010 ruling, the FCC set out to establish clearer broadband guidelines and published the first draft of the OIO. In 2011, Verizon

sued the FCC, claiming it had no legal jurisdiction over an ISP and that the OIO was therefore unlawful.

In 2014, the U.S. Court of Appeals for the D.C. Circuit upheld Verizon's assertions, stating that the OIO could only apply to common carriers and not to Title I organizations such as broadband providers. However, since the FCC was the organization that designated broadband providers as Title I in the first place, it was considered within its purview to change that designation.

So, in 2015, the FCC officially made ISPs a common carrier, or Title II organization, which meant they were subject to the rules of the OIO. The OIO mandated that there be no blocking, throttling or paid prioritization by ISPs.

It's important to understand this chain of events, because proponents of net neutrality point to incidences like Comcast's throttling as evidence that more regulation was necessary, and that the OIO was a reaction to a very real need and not, as detractors often claim, regulation for regulation's sake.

### **SMALL BUSINESS OUTLOOKS GOING FORWARD**

As of April 23, 2018, ISPs became

free to offer prioritized services to some clients and limit services to others, so long as such decisions are made public. In other words, a major ISP will be allowed to offer fast-lane service (at a price) to a large client, like Amazon, and then slow down service for all of Amazon's competitors.

The caveat of making such deals known publicly does little to assuage the concerns of the pro-neutrality set, as they fear that the details of arrangements like these will be hidden in the fine print of user agreements that largely go unread. There is also concern that pay-to-play ISP services will make it harder for startup companies to gain a foothold, and that free speech itself may be threatened.

For small business owners who are already competing against online goliaths, there is naturally much trepidation and confusion surrounding this prospect. Early reports of small business confidence surrounding net neutrality, like the Paychex Small Business Survey underscores this fact with 44 percent of respondents stating they believe the repeal of the OIO will negatively affect business. A matching 44 percent said they are not sure how these changes in policy will affect business, and just 12 percent of business owners said they felt that the FCC's move will be

beneficial. Results of polls conducted of the general public, and not just business owners, ironically show a more stringent response; the highly publicized survey conducted by the University of Maryland found that 83 percent of the 1,077 respondents were opposed to the new changes.

Those who support the FCC's ruling, like members of the U.S. Chamber of Commerce, believe very little will change for internet users, and that only major internet companies will be affected (by being forced to pay for the bandwidth they consume). Some people even argue that service will get better for users under the FTC's oversight of ISPs – that creating fast lanes for major bandwidth consumers, and secondary lanes for smaller consumers, makes sense economically and from a service standpoint.

Only time will tell how small businesses will adapt to what may become an even more competitive online landscape, but one thing is certain: discussions surrounding ISP regulation are not over.

*Mona Bushnell is a New York City-based Staff Writer for Tom's IT Pro, Business.com and Business News Daily. She has a B.A. in Writing, Literature, and Publishing from Emerson College and has previously worked as an IT Technician, a Copywriter, & Software Administrator.*



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# Manufactures Smack Local Auto Dealers

by  
Peter Wagner



Local and even metro newspapers print very few new or used car display ads anymore. Automotive advertising, once a huge part of every paper's revenue, has all but disappeared.

Even those multi-page metro paper weekend automotive sections, packed full of car and truck feature stories and loaded with ads from every area dealer have mostly disappeared.

Those weekly sections — and the used car ads published throughout the week — helped hundreds of local families make personal automotive purchasing decisions every week.

Automobile advertising also was a major revenue source for community and metro publications. Car ads produced necessary income needed to underwrite the paper's salaries, make it possible to pay the newsprint and ink vendors and to pay local utility bills and property taxes.

But automotive advertising — even simple used car listings — are absent from the majority of today's print publications. Not because local dealers were unhappy with the results they were getting but because the automotive manufacturing companies decided they wanted all their dealers promoting themselves exclusively on the internet. So, almost like they pre-agreed on the date to do it, the Big Three and other car and truck manufacturers stopped providing their traditional 50 percent "co-op" portion of the cost of all print ads. Instead, they told their dealers, they'd only pay for ads on the internet.

But who benefits by that? Certainly

not the local franchise dealer. Every time he turns to the internet to list his inventory and boast of his unique services and values he sends his message far beyond the local market and off into an unknown that includes at least three North American countries if not the entire world.

The question is, however, how many buyers from Oregon or Maine are going to want to buy a vehicle from Kansas, Iowa or South Dakota. Just the logistics of getting it delivered make it difficult and expensive.

Plus, where does the buyer turn when the car needs service or guaranteed maintenance?

But most important of all, by advertising exclusively online — as some car manufacturers are requiring — the small community local dealer is putting his smaller inventory selection up against the promises and almost endless inventory of huge corporate groups with sales offices located in cities across America.

How can a local dealer stand up head-to-head against multi-line, multi-location competition stocking every model in every color and with every conceivable option?

But while small dealerships can easily get lost among the internet wheeler-dealer promotions online, they easily stand out in their local paper. There, they don't have to worry about being undersold by a distant operation with sometimes questionable ethics. In the hometown paper they reach a market that knows, trusts and admires them and all they mean to the local community. Local buyers recognize the hometown dealer's

commitment to service and to maintaining a continued relationship.

When clearly advertised in a local publication, free from long-distance hoopla and promises, the dealership's message stands out for all to see.

If local dealers continue to listen to the car maker's command to only advertise on the world wide web we could eventually see all vehicles sold direct to the buyer by the manufacturer. Buyers would order online and a transport truck eventually would deliver the vehicle to their driveway.

Still the automotive industry isn't the only one forcing dealers to advertise on the internet.

Recently I visited with a local Hunter-Douglas dealer about advertising in my N'West Iowa REVIEW.

"The problem," said the dealer who has advertised with me regularly for years, "is Hunter-Douglas told us this year they will only help pay for ads on the internet."

The dealer went on to say he was upset with the change since he knew our five-county area was still committed to reading newspapers.

"Worse than that," I reminded him, "the manufacturer is using your money to teach buyers to buy factory direct online. Manufacturers can easily copy a local dealers email mailing list when the dealer promotes a sale or new item. Eventually they could eliminate local dealers completely."

Internet shopping, a blessing to



# Were they blindsided?

some, can be a major problem to others. Even the major box stores, so popular just a few years ago, are falling victim to digital sales today. Sioux Falls, SD, a town of 180,000 and long-time regional shopping center saw the closure of two of four of the anchors in its multi-wing mall this past month. The closings were attributed to the nation's increased buying on-line.

Finally, the trend to internet shopping and digital advertising is hurting the economy of even the largest communities.

The loss of sales tax dollars and the reduction of the number of visitors who buy locally produced items, attend movies, concerts and ballgames and eat at local restaurants is cutting into the local government's ability to maintain infrastructure let alone grow. Maintaining an active main street can make the difference in remaining a vibrant community and becoming a ghost town.

The internet will be a strong part of the future — worldwide. And there is a role for internet shopping and even internet advertising. But all things come around and there also always will be a place for the printed publication. The community newspaper still remains the best way to reach the greatest number of residents in a community at the cheapest per-individual cost. More importantly, the printed word continues to be the best way to create consensus in any community.

*Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written*

*exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers email him at [pww@iowainformation.com](mailto:pww@iowainformation.com). The*

*two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing [pww@iowainformation.com](mailto:pww@iowainformation.com) or calling his cell at 712-348-3550.*

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# 5 Ways to Disrupt Your Competition with Customer Service

by Shep Hyken

The concept of disruption is interesting. If you ask most business people to name a company that is known for being a disrupter, you'll hear answers like Amazon, Uber and Walmart.

Walmart disrupted local businesses when they came into a community. Uber disrupted the taxi-cab industry. And, Amazon started out disrupting bookstores and eventually moved on to disrupting the entire retail world.

While the companies just mentioned are household names, you don't have to be a big company to disrupt. You can be a tiny company. Disruption is not about disrupting an industry. It's about disrupting your competition. Doing something that is so noticeable that it pulls customers to you. So, here are five ways you can compete – and disrupt – your competition:

**Stop comparing yourself to your competitors** – This is a big one. Start comparing yourself to the best customer service companies you do business with. Today's customers know what great customer service looks like. The companies and individuals who deliver amazing service set the benchmark for everyone.

**Be amazing on social media** – Social media is meant to be social. And, when it comes to customer service, it's not just about responding to complaints. It's an extension of your marketing and allows you to connect with your "community. It's an extension of your marketing. Be

appropriately bold and visible.

**Respond quickly to every customer inquiry or comment** – A quick response time can make a customer say, "Wow!" It shows you care, that you're paying attention and that you want to do business. A quick response time creates confidence, which is one of the keys to creating customer loyalty.

**Embrace technology** – There are some awesome technologies out there that allow you to better connect with your customers and provide them a better customer experience. Something as simple as a good CRM (Customer Relationship Management) program can help you keep track of your customers, what they have bought in the past and any issues they have had. Chatbots, when used properly can give your customers quick answers to their most common questions. There are many new technologies coming down the pike, but keep in mind the technology needs to make your customers' lives better – not just yours.

**Be Convenient** – We'll wrap up this list with a powerful concept that may be the biggest disruption strategy today. The concept of convenience is the new wave of customer service. There are many ways to be convenient for your customer. Call your customer. Don't make them call you. Go to your customer. Don't make them come to you. Have business hours that are focused on your customers' schedules, not just yours. Make doing business with you easy. All things being equal, the



Customers compare you to their favorite companies, not just your competition. It's time to step up – or be disrupted.

company that is more convenient to do business with, wins.

Shep Hyken is a customer service and experience expert, award-winning keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or [www.hyken.com](http://www.hyken.com). For information on The Customer Focus™ customer service training programs, go to [www.thecustomerfocus.com](http://www.thecustomerfocus.com). Follow on Twitter: @Hyken



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# IFPA Minutes

## **IFPA BOARD MEETING FRIDAY, JUNE 22, 2018, SHERATON SUITES, PHILADELPHIA, PA**

President Jane Means called the meeting to order at 1:00p.m. EST Board Members present: Deborah Phillips, Jane Means, Joe Nicastro, Joyce Frericks, Doug Fabian, Rick Wamre, Dan Buendo via conference call. Guests: Preston Gibson and Jane Quairoli and Executive Director Douglas Fry

Treasurer's Report – Deborah Phillips: A financial reforecast showing the financial future of IFPA was shared and highlights were discussed. With recent adjustments, we are pleased with our forecast for coming years.

Membership Dues – Jane Means: Reports were shared on membership renewal and membership dues revenue. There was discussion about members who have not renewed their membership for 2018 and/or did not submit a CADNET audit. Douglas, Danielle and Gary will get in touch with the members who have not paid 2018 dues and not submitted their CADNET audits and report back to the Board on the status of those members. There was also discussion about member benefits and how to better promote them to meet the needs of the membership. Joe Nicastro suggested hiring a PR firm to evaluate and recommend how to better position IFPA to the current membership as well as prospective members; more discussion on future board meetings.

CADNET – Dan Buendo: The next CADNET audit is coming up in the next month, the audit results and participation will be compared to the last audit to better understand the current status of the membership.

Associate Member Opportunity – Joe Nicastro: Joe Nicastro shared an idea about posting videos/commercials of Associate members promoting their services and products on the IFPA website. There was discussion about benefits for Associate members. Ideas will be put together showing potential packages including sponsorships and marketing for the Associate members.

Other Revenue Opportunities – Joe Nicastro: Joe presented a display ad program which would provide ads to IFPA members to generate revenue for both the individual members as well as the organization. All were in favor of Joe learning more about the program to report back to the Board.

TIP- Douglas Fry: There was discussion about the future of TIP. The highlights of the discussion included the look, distribution and frequency of the publication as well as whether or not to distribute via email. It was decided that Douglas will begin distributing TIP via email in addition to the printed/mailed edition and he will present the Board with recommendations for a modest rate increase on TIP advertising.

CVC Audits – Jane Means: There was a review of IFPA sponsored audits ensuring all member publications receiving the CVC audits are meeting all requirements.

September Leadership Summit Update – Douglas Fry: The plans are set for the upcoming Leadership Summit in Philadelphia. Marketing is set to continue, highlighting everything each attendee will receive for the registration price of \$399. Seating is limited. Several publishers will be attending alone and others are bringing a few of their leadership team. There are only about 20 seats available as of now.

2019 Publishers Summit – Gary Rudy: Gary reported that the 2019 Publishers Summit will be held in Clearwater Beach, FL January 25th and 26th.

Deborah made a motion to adjourn the meeting and Joe seconded the motion. Meeting was adjourned at 6:10 pm

## **IFPA BOARD MEETING CONTINUED SATURDAY, JUNE 23, 2018**

President Jane Means called the meeting to order at 8:00a.m. EST Board Members present: Deborah Phillips, Jane Means, Joe Nicastro, Joyce Frericks, Doug Fabian, Rick Wamre Guests: Preston Gibson and Jane Quairoli and Executive Director Douglas Fry

SHARE – Doug Fabian: Doug reported that the group continues to be well attended. There was discussion about forming a Publisher SHARE group. Joe Nicastro will get in touch with Publishers to form a group to begin in August. Rick Wamre will work on forming a specialty publication group also set to begin in August.

Sales Training Update – Rick Wamre: Rick reported that a few more members have taken advantage of the the Ryan Dorhn training sessions. Rick also shared that in July Diane Ciotta will be recording training sessions to be added to the IFPA training series. There was also discussion about how to better connect with the membership to promote the training series as well as all other IFPA initiatives.

Photo Archives – Joe Nicastro: Gary Rudy and Joe Nicastro recommended that the boxes of pictures they both

*continues on page 22*



# Minutes Conclude

have from the history of IFPA be put into a digital format so that they can be easily shared and used for various promotions. Joe will look into options on how to accomplish this and report back to the Board.

Paperchain – Douglas Fry: Douglas shared an update on the status of Paperchain and discussions with SRDS/Kantar Media.

Structure and Staffing — Jane Means: It was decided there will be no immediate change to staffing or associated compensation. Discussion highlighted the need to clarify our organizational structure (e.g., board-staff) and staff roles, relationships and responsibilities. Preston Gibson will be working with Douglas, Danielle and Gary to develop documentation for presentation to the Board.

Membership Recruitment – Jane Means: There was a discussion about how we can better promote the organization to prospective members. There are a lot of publications that would benefit with our networking

power, the CVC audit and the host of our other benefits. Both Douglas and Danielle will focus their efforts in this area, particularly with the 19 members from 2017 who have not yet paid their dues this year.

Board of Directors – Jane Means: Jane led discussion about the future of the Board of Directors.

Bylaw Change – Jane Means: A proposal is in the works to change the bylaws for membership

requirements from 75% to 51% of total parent company revenue derived from free distribution publications. The board would like to make sure every member's majority income continues to be from free papers, but understands that many publications have diversity with subscription products too. The actual legal wording for the Bylaw change will be ready to send to all members within a month.

Deborah made a motion to adjourn the meeting and Joyce seconded the motion. Meeting was adjourned at 12:05 pm.

*Recording Secretary Danielle Burnett*

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